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(54) Title: PAPER COATING FORMULATIONS FOR ROTOGRAVURE APPLICATIONS

(57) **Abstract:** Disclosed are paper coating formulations for rotogravure printing processes containing: a. 100 parts by weight of finely divided pigments; b. from 0.001 to 5 parts by weight of one or more substances selected from the group consisting of: mono-alkylsulfosuccinate; dialkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and/or propoxylated fatty alcohols; c. from 3 to 15 parts by weight of a polymeric acrylic binder; d. from 0.005 to 0.4 parts by weight of a dispersant.



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